WHAT IS CLAIMED:

A method for amplifying nucleic acid, comprising:
introducing a nucleic acid molecule into a plant cell, wherein the
nucleic acid molecule includes a sequence of nucleotides that targets the
nucleic acid molecule to an amplifiable region of a chromosome in the

plant cell;

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growing the plant cell; and

identifying from among the resulting plant cells those that include a chromosome with a portion that has undergone amplification.

- 10 2. The method of claim 1, wherein the targeting sequence of nucleotide is selected from among those that target the molecule to the pericentric heterochromatic region of a chromosome.
 - 3. The method of claim 1, wherein the targeting sequence comprises rDNA.
- 4. The method of claim 1, wherein the targeting sequence comprises an origin of replication or an amplification promoting sequence (APS).
 - 5. The method of claim 1, wherein the plant is tobacco, rice, maize, rye, soybean, wheat, <u>Brassica napus</u>, cotton, lettuce, potato, tomato, petunia or arabidopsis.
 - 6. The method of claim 1, wherein the amplified nucleic region includes amplified endogenous chromosomal nucleic acid.
 - 7. The method of claim 1, wherein the nucleic acid molecule encodes one or more genes.
- 25 8. The method of claim 1, wherein the nucleic acid molecules encodes products that confer disease resistance to a plant.
 - 9. A method for amplifying a nucleic acid, comprising: introducing a nucleic acid fragment comprising sequences of nucleotides targeted to an amplifiable region of a chromosome into a plant cell under conditions whereby the fragment integrates into the chromosome.

- 10. The method of claim 9, further comprising replicating the plant cell.
- 11. The method of claim 9, wherein the targeting sequences of nucleotides are selected from among those that target the molecule to the pericentric heterochromatic region of a chromosome.
- 12. The method of claim 9, wherein the targeting sequences comprise rDNA.

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- 13. The method of claim 9, wherein the targeting sequences comprise an origin of replication or an amplification promoting sequence (APS).
 - 14. The method of claim 9, wherein the plant is tobacco, rice, maize, rye, soybean, wheat, <u>Brassica napus</u>, cotton, lettuce, potato, tomato, petunia or arabidopsis.
- 15. A method for amplifying a nucleic acid, comprising: introducing a nucleic acid fragment that comprises rDNA into a plant cell under conditions that produce plant cells that have incorporated the DNA fragment or a portion thereof that comprises the rDNA into a chromosome of the plant cell, whereby the nucleic acid fragment is amplified.
 - 16. The method of claim 15, further comprising replicating the plant cell.
 - 17. The method of claim 15, wherein the plant is tobacco, rice, maize, rye, soybean, wheat, <u>Brassica napus</u>, cotton, lettuce, potato, tomato, petunia or arabidopsis.